What is Language Assistant?

Language Assistant (**LA**) is a suite of software applications that take ***your own*** processes and let you deliver these electronically and interactively *in any languages that you need*, on either a desk-top PC or mobile tablet. Your processes can be as simple or complex as required and can also include *British Sign Language* and *video* content if required.

LA automatically identifies a particular individual's language and delivers your processes to them *in their own language,* reporting and logging all of their responses at every step, in English.

Your adviser interacts entirely in English – your customer interacts entirely in their own language.
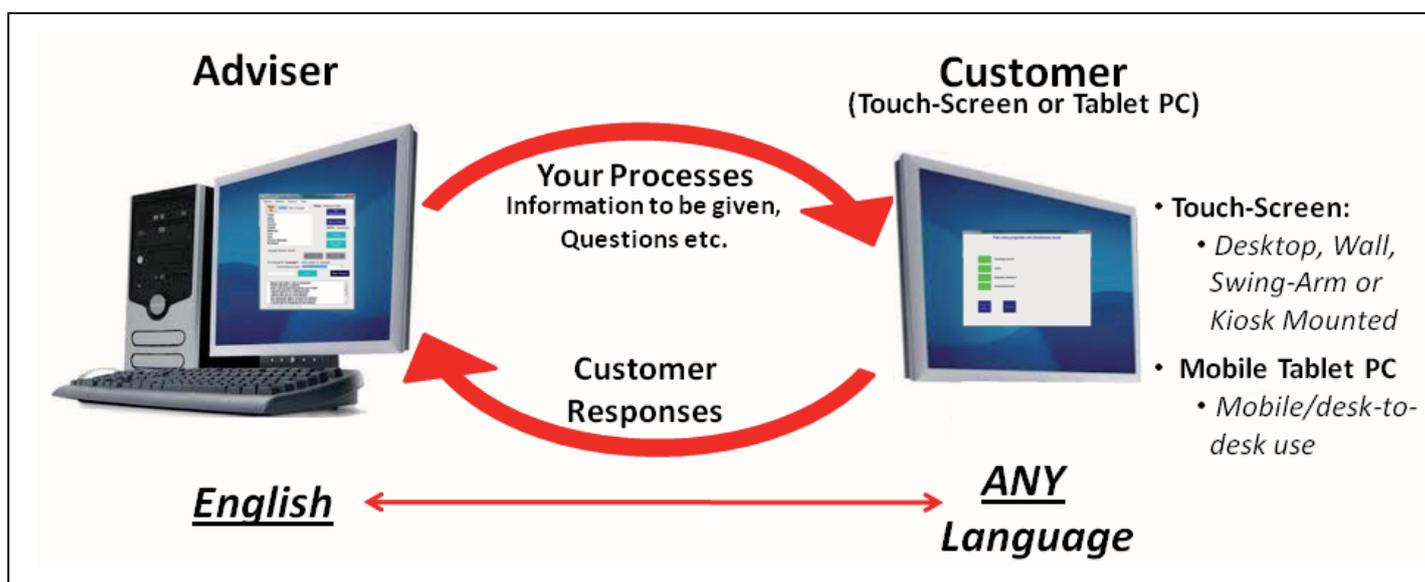
Examples of where Language Assistant can be used

- At reception to assess what walk-in enquirers want (for English-speakers as well as non-English-speakers)
- For multi-lingual self-service, e.g. as an information-point or an arrival logging system for appointments
- Arranging appointments and clarifying information/evidence to be brought
- New customer interviews, periodic review interviews, travel expense applications, general form completion
- Jobseeker's reporting, declaration, signing and activity assignment

LA automates customer interactions (and allows for ad-hoc adviser interventions) using communications steps such as:

- Statements ("To claim Jobseeker's Allowance you must be available for work and actively seeking work.")
- Yes/no questions ("Have you brought any personal identity documents?")
- Multiple-choice questions ("What is your status - UK Citizen? EU Citizen? Other Foreign National?")
- Multiple-choice selections ("Do you have any savings? Tick all that apply.") [Cash/Bank/Building Society/etc.] and
- Data-collections ("Please enter your age" or "Type your postcode.")

Your customer sees this content in their own language. Your staff see the content - *and* the person's responses - in English.

What Are The Benefits?

Massive Cost Reduction – 80-90% less expensive than using interpreters; better use of staff time
Efficiency – Immediately available; see responses immediately in English; flexible; automated; easy to use.
Process improvement – captures your best-practice; improves consistency of communications processes.
Customer-Focus – people are interacted with immediately, in their own language, avoiding stress and anxiety.
Audit Trail – automatically records information given and responses received, plus adviser's ad-hoc notes.
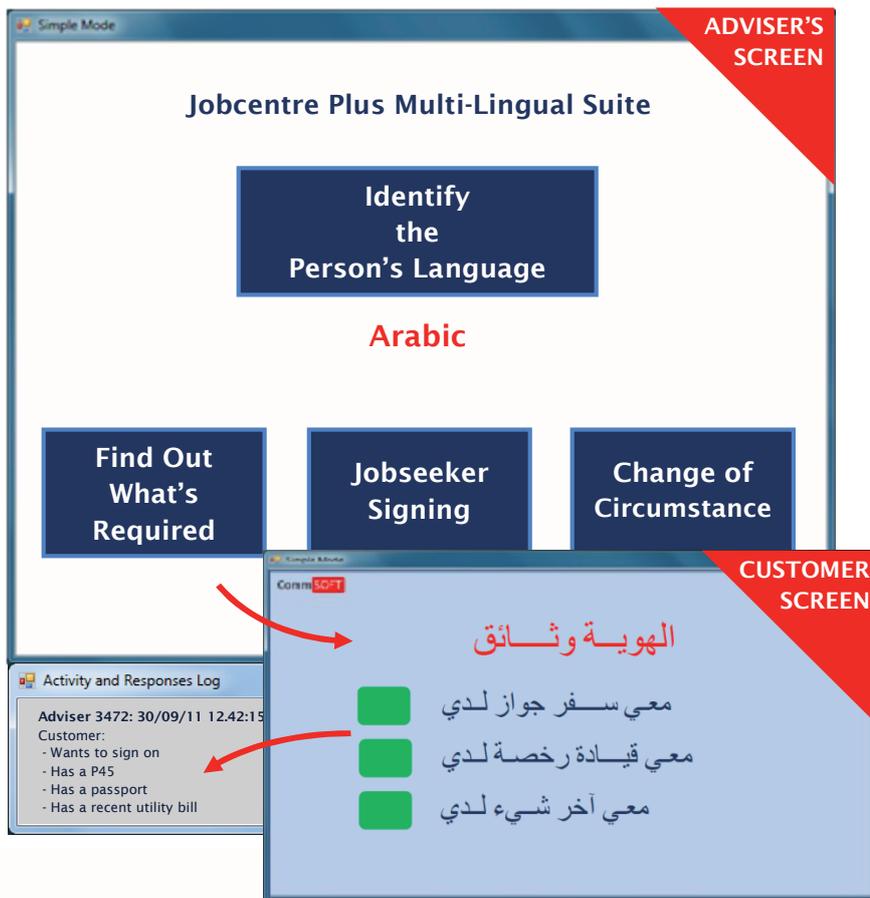
Language Assistant (LA) | Multi-Lingual Communication Technology

Delivering front-line employment, pensions and benefits services becomes even more difficult, time-consuming and expensive when it involves foreign languages.

Government departments and agencies are now able to automate the multi-lingual delivery of many face-to-face public interactions using *Language Assistant* - a technology solution that takes *your* processes and then automates their delivery - *in any language (including English)* - in either person-to-person or self-service modes.

ADVISER'S SCREEN

Simple Mode

Jobcentre Plus Multi-Lingual Suite

Identify the Person's Language

Arabic

Find Out What's Required

Jobseeker Signing

Change of Circumstance

CUSTOMER SCREEN

Simple Mode

Comm SOFT

الهويـــة وثــــائق

معي ســـفر جواز لـدي

معي قيـــادة رخصـة لـدي

معي آخر شـــيء لـدي

Activity and Responses Log

Adviser 3472: 30/09/11 12.42:15
Customer:
- Wants to sign on
- Has a P45
- Has a passport
- Has a recent utility bill

Fig: Language Assistant identifying a person's requirements and documents - the customer has chosen Arabic as their language.

- The graphic shows an example of how *LA* could be configured for Jobcentre Plus offices:

- Three top-level customer interaction processes are shown *(you can choose others or have more)*:

  o Assessment and handling/re-direction of walk-in enquirers

  o Jobseeker signing-on

  o Change of circumstances review

- The system can be used either to automate these processes for English speakers or to identify a person's language and then deliver processes *in their language*

- *LA* does *not* prescribe the processes that it delivers – you are in complete control of every process and how it is delivered at every step

- *LA* logs all conversations automatically, for future reference. Logs can include adviser comments

Developed in collaboration with UK Police Forces, *Language Assistant's* key benefits are:

- **Cost** | Reduces or removes the need for interpreters | *"Translate-once-use-repeatedly"* model - *don't* 'translate' (interpret) every time | Conversations consume less staff time - typically c.50%+ time-reduction

- **Efficiency** | *LA* is always *immediately* available | No calling/waiting for interpreters | Staff see customers' responses immediately, in English | You control your processes and can modify them easily

- **Process** | Standardised | Captures best-practice | Personalised | Aligned to your requirements

- **Ease of Use** | *LA* can be configured to prioritise key processes to make its use straightforward | This also minimises both deployment and ongoing front-line training needs

- **Audit Trail** | automatically records information given and responses received, plus adviser's ad-hoc notes

For more information, or to arrange a demo: Please email info@com-sof.com or call Michael Bursill on +44 20 3287 5582